**Infomercial Rubric**

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| --- | --- | --- | --- | --- |
|  | **4** | **3** | **2** | **1** |
| **Requirements**   * At least 5 slides * Sources listed * Outline of project with assigned responsibilities * Includes their KWL chart | All requirements are met and exceeded. | All requirements are met. | One requirement was not completely meet. | More than one requirement was not completely met. |
| **Attractiveness** | Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation. | Makes good use of font, color, graphic, effects, etc to enhance the presentation. | Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content. | Use of font, color, graphics, effects etc. but these often distract from the presentation content. |
| **Content** | Includes 4 or more important key pieces of information to their friend. | Includes 3 important key pieces of information to their friend. | Includes 2 important key pieces of information to their friend. | Includes only one important key pieces of information to their friend. |
| **Organization** | Content is well organized using headings or bullets list to group material. | Uses headings or bulleted lists to organize, but the overall organization of topics appears flawed. | Content is logically organized for the most part. | There was no clear or logical organizational structure, just lots of facts. |
| **Workload** | The workload is divided and shared equally by team members. | The workload is divided and shared fairly by all team members, though workloads may vary person to person | The workload was divided, but one person in the group is viewed as not doing his/her fair share of the work. | The workload was not divided OR several people in the group are viewed as not doing their fair share of the work. |
| **Presentation** | The presentation was very well done and could be displayed in a public place. | The presentation was done well and could be displayed in a public place. | The presentation was done and might be able to be displayed in a public place. | The presentation wasn’t done in good taste and cannot be displayed in a public place. |
| **Time** | All due dates were meet before or on their assigned due dates. | All due dates were met on their assigned dates. | Not all due dates were met on their assigned dates, but within the next day. | Had problems meeting assigned due dates. |
| **Total** |  |  |  |  |

**A B C D**

28 =100% A 25 = 89% B+ 22 = 78% C+ 19 = 67% D+

27 = 96% A 24 = 85% B 21 = 75% C 18 = 64% D

26 = 92% A- 23 = 82% B- 20 = 71% C- 17 = 60% D-

Comments: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_